

**Niagara Falls Underground Railroad Heritage Center**  
**Marketing Specialist**  
(Part-Time; 30 - 34 hours/week)

**Background:**

Scheduled to open in March, 2018, the Niagara Falls Underground Railroad Heritage Center uncovers the wealth of places and stories associated with the Underground Railroad found within the City of Niagara Falls, New York and surrounding region. The Heritage Center preserves the historic role of the people of Niagara Falls in facilitating freedom for the oppressed. The places and stories associated with this network of freedom seekers, free African Americans, and abolitionists evoke powerful themes in American history and celebrate the bravery of the men and women who risked their own lives to achieve the most basic rights of liberty. The purpose of the Heritage Center is to provide a gateway to the important Underground Railroad and anti-slavery history of the area, and direct visitors to visit other local and regional attractions. The Heritage Center will also provide a foundation for future heritage development projects in Niagara Falls.

**Summary:**

The Marketing Specialist will be responsible for working in collaboration to (i) plan, develop and implement the Heritage Center's marketing strategies, communications, and public relations activities, including media planning and placement; (ii) design and produce materials, deliverables, and reviews; and (iii) ensure that campaigns remain on track to meet strategic objectives. External relationship management with community members, media partners, vendors, agencies, and designers are integral to this role.

**Essential Responsibilities:**

- This position is responsible for coordinating and implementing multi-disciplinary marketing activities to increase Heritage Center attendance and awareness and to extend the Heritage Center's presence into the local community through promotion of public programming.
- Solicit and coordinate community participation in initiatives conducted by the Heritage Center.
- Understand and stay current on the Heritage Center's organizational goals, and tailor community outreach and marketing accordingly. This will include becoming familiar with the principles of the International Coalition of Sites of Conscience, which seek to connect past struggles to modern human rights movements and "turn memory into action."
- Marketing budget creation and oversight.
- Acts as the Heritage Center's representative at community events and with the media, ensuring regular contact with targeted media and appropriate responses to media requests.
- Work with internal and external graphic designers to create all collateral in use by the Heritage Center, supporting development, educational, and programming efforts.
- Create and send regular e-blasts and other digital communications to targeted audiences.
- Responsible for maintaining the Heritage Center's digital and social media presence, including creation of content and regular social media posts and updating our website and mobile app.

- Monitor trends. Keep informed of developments in the fields of marketing, communications and public relations, particularly in the cultural sector, and use this information to help the Heritage Center operate with initiative and innovation.
- Draft copy and circulate for approval.
- Select images and clear rights as required.
- Oversee production of marketing materials including: setting up project schedules, issuing insertion and work orders, obtaining vendor bids, coordinating with printers and mailing services to assure timely, high-quality delivery.
- Develop and maintain analytics to track visitor attendance and evaluations.

**Minimum Qualifications:**

- Bachelor's degree, preferably in marketing, public relations, communications, or related field.
- 2+ years of experience in marketing and/or public relations / communications; experience with destination/tourism marketing strongly preferred.
- Excellent interpersonal and communication skills required.
- Must work well with a diverse audience and have a sincere interest in the mission of the Niagara Falls Underground Railroad Heritage Center to connect past to present.
- Must be responsible, flexible, punctual, and able to work well under pressure.
- Ability to work creatively and effectively as a member of a team is mandatory.

**Special Requirements:**

- Must be able to stand/walk for long periods on varying surfaces, inside and outside, and in a variety of conditions.
- Must be willing to work occasional weekends, evenings, and holidays,
- Flexible scheduling requires remote work as well as work on-site and at community events.

The Niagara Falls Underground Railroad Heritage Commission, Inc. is an Equal Opportunity Employer.

Qualified candidates may submit a resume or c.v. and cover letter to Ally Spongr, Director and Curator, Niagara Falls Underground Railroad Heritage Commission, Inc.: [ally@discoverniagara.org](mailto:ally@discoverniagara.org). Position will remain open until filled.

For more information on the Niagara Falls Underground Railroad Heritage Area, please visit <http://niagarafallsundergroundrailroad.org/>.